

## AMENDMENTS

### **In the Specification:**

[0002]       The explosive growth of the Internet has popularized the sending and receiving of electronic mail (e-mail) and the World Wide Web. The Web and e-mail have enabled individuals and vendors to buy and to sell products or services directly. E-mail is well-tailored to the individual user; all of the e-mails sent or received by a user are available to that user. Web-browsing, however, is not tailored to the individual, who must visit different Web sites to fulfill different needs. For instance, a user might go to a specific Web site, sign in to prove his identity, and input personal data in order to enable various transactions. Furthermore, the information on the Web site that is useful to that user typically comprises a small portion of the total content of that Web site. Time and energy are required for the user to search for the needed information. Finally, there is no convenient place for the user to store, compile, access and use information he has successfully acquired. In sum, the current architecture of the Internet's World Wide Web implements a "Web site-centric" paradigm rather than an "individual-centric" paradigm that is exemplified by e-mail.

[0035]       The present invention facilitates automated responses to requests that are posted by the user 12. The automated response is handled by the personal base server 22 by means of a tag-matching process. The tag-matching process retrieves either an exact match, or the closest matches of the relevant tags contained with the user 12's request posting or the subsequent supply postings from other entities on the computer system 100. ~~The~~ This allows the user 12 to issue a request posting to his personal base 20 that seeks relevant information from another user 60, another personal base 40, another software process 50, or a third-party institution 74, or any other entity that is connected to the computer system 100 that can communicate in one of the

many protocols supported by the personal base server, including, but not limited to, TCP/IP and UDP. Conversely, the user 12 may also issue a supply posting to his personal base 20 that is intended to be matched to other people's request postings. For example, if the user 12 wants to buy a digital camera, he can issue a request posting to his personal base 20 specifying brand, price, and other requirements of the camera. This request will be picked up by other entities on computer network 100 and appropriate (supply) responses will be posted to the user's personal base server 22, which will then be transmitted to the user's personal base 20 for dissemination to the user by one or more of the intermediary devices mentioned previously. The user 12 can then sort through the various requests, using the embedded tags as sorting values. Similarly, the user 12 can redefine the request, perhaps by limiting the tags' ranges, to fine-tune search results. Future offers to sell may also be forwarded automatically to the personal base 20 if the user 12 identifies his request posting as a standing request. More and more business transactions may be conducted using this kind of "reverse advertising," wherein the individual user "advertises" his desire for a product and service and suppliers respond to his advertisement directly, rather than through some sales middleman.

[0057] Passive job search 554 employs connections to prospective employers 574 via personal base server 522, whereby employment opportunities are sent to layer 554. Layer 554 in turn employs a ~~one~~nettwo-way connection to interface 524, whereby employment opportunities are routed to a user device. A passive job search is an activity perhaps not suitable for the use of one's main Universal ID (not shown). In this case, another Universal ID can be ordered, for use in clandestine activities.